

How to print green

We are becoming more environmentally conscious and the print industry is no exception. Businesses need to know that good environmental practices make good business. Using recycled paper, soy inks and printing only what you need can go a long way to having a positive impact on our environment. When you do use energy savings measures in your printing, be sure to let your clients know by using the appropriate logos. The more businesses talk about green practices, the more commonplace it will become.

Let Green Graphic Design guide you using Green printing practices on your next marketing project.

Basic

Listed below are terms used in the print and paper industries to denote various environmental practices.

An easy first step is to use recycled paper.

There have been numerous advances in manufacturing of recycled papers. There are a variety of papers available. They come in wonderful colors, a variety of weights and paper finishes.

Recycled paper is considered less harmful to the environment because less virgin fiber is used, thereby, reducing tree harvesting, water usage, energy consumption, emission of greenhouse gases and pollution. Check recycling symbols to see what percentage of recycled fiber was used during the manufacturing process. Many papers manufactured today have 30 percent or more post-consumer content.

Think about ink.

Soy ink is an excellent alternative to petroleum-based inks. Soy ink uses soybean oil that is naturally low in VOCs (Volatile Organic Compounds). This smart substitute is sustainable, efficient and cost-competitive. Many newspapers, magazines and other materials are now printed with soy ink.



Do it digitally.

Digital is ideal for short-run, four-color work for business cards, stationery, promotional pieces and most print work that is less than 1,000 14 x 20 sheets.

This printing method has advantages over soy inks. While soy is comprised of 86percent oil which is biodegradable digital printing uses 100-percent nontoxic toner. Toner-based inks also produce less chemical waste.

Choose better bleaching solutions.

Brighter, whiter papers are created by various bleaching processes. It is a good idea to have a basic understanding of how manufacturers process their products so that you can select the best, most environmentally friendly papers for your projects.

Elemental chlorine was once extensively used to brighten paper products, but now chlorine dioxide (used in swimming pools) is a common substitute. This process yields ECF papers. Although chlorine compounds are safer than pure chlorine, some pollution still results. Better choices include PCF and TCF bleaching, which substitute oxygen-based compounds for chlorine compounds. Only the recycled portion of a recycled sheet has been bleached with PCF. Fewer TCF papers are available today because most papers contain some recycled content. CF relates only to 100-percent virgin papers.

Only products deemed acceptable by the Chlorine Free Products Association are granted PCF and TCF emblems. Look for the symbols when purchasing recycled paper.



Rainforest Alliance Indicates that the products have come from agricultural or forestry businesses that are managed in accordance with strict standards for social and environmental sustainability.



SFI The Sustainable Forestry Initiative employs an on-product SFI logo or label available for use by participating companies. The SFI Office of Label Use and Licensing must approve each company that uses an SFI logo

The **FSC** trademark identifies products that contain wood from well-managed forests certified in accordance with the rules of the FSC, ensuring that people, wildlife and the environment benefit from the forestry practices.

Green-e: The Green-e logo indicates use of certified renewable energy. Green-e is the nation's largest independent certification and verification program for renewable energy. Eligible sources of supply include solar electric, wind, geothermal, low-impact hydroelectric, biomass, biodiesel and hydrogen fuel cell technology.



Go Green—Go Green Graphic Design